GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2632
ANSWERED ON:19.12.2003
EXPORT OF TEA TO US
MONI KUMAR SUBBA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Tea Board`s office in New York, has reported a high potential for Indian tea consumption in the United States in the form of iced tea;

(b) if so, the Indian tea exports to the US during 2001, 2002 and 2003 so far;

(c) the foreign exchange earned thereby; and

(d) the steps taken and being taken to further popularise Indian tea in the US?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) USA is basically an iced tea market where 80% of the tea consumed is in iced tea form. Information received periodically from the Tea Board`s New York office as well as from other sources, indicate the high potential for consumption of Indian tea in USA. Exports of tea from India to USA, including instant tea, are also showing an increasing trend.

(b) & (c) : Details of Indian tea exports to US and the foreign exchange earned are given below:-

Year	Quantity (Million Kgs.)	Value (Rs. Crores)	Value (Million US$)
2001	6.18	92.83	19.67
2002	7.36	103.09	21.41
2003 (Jan-Oct)	6.41	88.51	19.36
2002 (Jan-Oct)	5.91	85.40	17.62

(d) : In order to popularise Indian teas in the US, Tea Board has been undertaking various promotional activities which include, interacting with the major tea buyers in USA, coordinating with up-market tea retailers, participating in important exhibitions & trade fairs, organizing Indian tea tasting sessions and buyer seller meets for further trade facilitation etc. Tea Board is also a member of the US Tea Council, a promotional body, whose task is to increase the consumption of tea as a beverage vis-Ã -vis other beverages, through advertising campaigns and educational programmes.